

## CLAIMS

I claim:

1. a method for using a computer to enable a user, called a seller, to pay targeted users for their attention to a message, comprising:

- (a) a seller process for entering into the computer an offer stipulating that recipients who accept the offer will be owed a specified amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,
- (b) said characteristics stated as a set of offer conditions by said advertiser,
- (c) at least one of said conditions stating that to be eligible for payment a recipient must be a decision maker who influences the purchase by an organization of a specified product or service that is the subject of the offer,
- (d) said amount of money being a specified expected value (EV),
- (e) presenting an interface to the public for enabling anyone to access and accept said offer,
- (f) a recipient process for registering acceptance of said offer by a user, called a recipient, said acceptance entailing:
  - e1. registering the recipient's identity and,
  - e2. registering that the recipient has entered a request to be exposed to said specified message,
- (g) said EV being paid via an EV payment bet including a Payoff,

- (h) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at  $EV/Payoff$ ,
- (i) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,
- (j) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby a seller pays a specified amount of money only to qualified, targeted recipients who influence specified purchasing decision for an organization in exchange for their attention to a specified message.